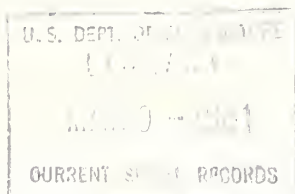


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Production of
ICE CREAM
and
RELATED FROZEN PRODUCTS
JULY 1960



U.S. DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Crop Reporting Board
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ICE CREAM PRODUCTION

Ice cream production in the United States during July was estimated at 73,585,000 gallons, the Crop Reporting Board reports. This was 7 percent smaller than the July output a year ago, but was 2 percent greater than the 1954-58 average for the month. The cumulative output the first 7 months of this year, totaling 415,080,000 gallons, was only fractionally larger than the January-July production a year earlier, and was 9 percent larger than the previous 5-year average for this period.

Production declined 1 percent from June to July this year. Output gained 6 percent between these months in 1959 and 8 percent between the average of these months in the 1954-58 period. Temperatures during July averaged above normal west of a line from western Minnesota to central New Mexico, and in southern Texas and the remaining Gulf States. They were below normal in the remainder of the country, including the populous North and Middle Atlantic Coast States and much of the central area.

The milkfat test of ice cream manufactured in the United States during July averaged 11.3 percent, as against 11.2 percent in July 1959.

Compared with July a year ago, ice cream production was smaller in all regions except the West North Central, where it was 1 percent larger. The decreases ranged from 3 percent in the Mountain States to 10 percent in the East North Central. Production decreased 7 percent in the North Atlantic Region, with New York off 6 percent and Pennsylvania off 14 percent. Other regional losses were 6 percent in the South Atlantic, 5 percent in the South Central and 7 percent in the Pacific. California's output was 11 percent smaller.

Compared with the 5-year July average, changes in ice cream production were mixed. The increases ranged from only fractional in the East North Central Region to 11 percent in the Pacific. Output was up 1 percent in the West North Central States, 9 percent in the South Atlantic and 5 percent in the Mountain. Production was down 1 percent in the North Atlantic States and 2 percent in the South Central. In the three leading states, production was up 4 percent in New York and 9 percent in California, but down 12 percent in Pennsylvania.

Revised ice cream estimates, by states, for January-June 1960 are shown on pages 5 and 6. Enumerated data for 1959, by states and months, are available in annual release "Production of Manufactured Dairy Products" which may be secured upon request to this office.

PRODUCTION OF ICE CREAM, UNITED STATES, 1960

MONTH	1954-58 Average 1/	1958 1/	1959 1/	ESTIMATED 1960 2/	CHANGE FROM:	
					1954-58 Av.	1959
		Thousand Gallons			Percent	
January	39,135	43,206	42,611	44,230	+ 13	+ 4
February	40,426	40,221	44,366	47,295	+ 17	+ 7
March	48,268	47,239	53,165	54,040	+ 12	+ 2
April	52,084	55,239	56,996	57,770	+ 11	+ 1
May	59,854	62,014	64,097	63,575	+ 6	- 1
June	67,193	66,803	74,192	74,585	+ 11	+ 1
July	72,403	73,967	78,713	73,585	+ 2	- 7
SEVEN MONTH TOTAL	379,363	388,689	414,140	415,080	+ 9	0

1/From enumerations. 2/Revised January - June.
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PRODUCTION OF ICE CREAM: JULY 1960

STATE AND GEOGRAPHIC DIVISION	5-YEAR JULY AVERAGE 1954-58 1/	JULY			PERCENT CHANGE IN JULY 1960 PRODUCTION FROM:	
		1958 1/	1959 1/	ESTIMATED 1960	5-YEAR AVERAGE	JULY 1959
		Thousand Gallons			Percent	
Massachusetts	2,792	2,976	3,043	3,020	+ 8	- 1
Connecticut	995	1,096	982	1,120	+ 13	+ 14
New York	7,947	8,576	8,779	8,280	+ 4	- 6
New Jersey	2,212	2,494	2,522	2,250	+ 2	- 11
Pennsylvania	8,112	8,095	8,312	7,130	- 12	- 14
Other N.A. States ...	1,359	1,319	1,328	1,310	- 4	- 1
NO. ATLANTIC STATES	23,417	24,556	24,966	23,110	- 1	- 7
Ohio	4,526	4,531	4,903	4,300	- 5	- 12
Indiana	2,691	2,703	3,082	2,790	+ 4	- 9
Illinois	3,604	3,891	4,173	3,530	- 2	- 15
Michigan	3,622	3,558	3,895	3,850	+ 6	- 1
Wisconsin	2,475	2,468	2,601	2,400	- 3	- 8
E. N. CENTRAL STATES	16,918	17,151	18,654	16,870	0	- 10
Minnesota	1,939	1,855	2,064	2,080	+ 7	+ 1
Iowa	1,407	1,324	1,310	1,350	- 4	+ 3
Missouri	1,930	1,619	1,763	1,660	- 14	- 6
N. & S. Dakota	519	494	552	570	+ 10	+ 3
Nebraska	731	754	938	1,090	+ 49	+ 16
Kansas	742	619	628	580	- 22	- 8
WEST NO. CENT. STATES	7,268	6,665	7,255	7,730	+ 1	+ 1
District of Columbia	590	661	764	710	+ 20	- 7
Maryland	1,265	1,343	1,520	1,300	+ 3	- 14
Virginia	1,188	1,181	1,236	1,240	+ 4	0
West Virginia	595	553	656	500	- 16	- 24
North Carolina	1,528	1,563	1,669	1,550	+ 1	- 7
Georgia	846	849	972	1,010	+ 19	+ 4
Florida	1,503	1,680	1,826	1,820	+ 21	0
Other S.A. States ...	577	681	793	730	+ 27	- 8
SO. ATLANTIC STATES	8,092	8,511	9,436	8,860	+ 9	- 6
Tennessee	1,534	1,537	1,707	1,620	+ 6	- 5
Alabama	913	865	968	970	+ 6	0
Louisiana	945	945	986	880	- 7	- 11
Oklahoma	611	574	622	630	+ 3	+ 1
Texas	2,123	1,985	2,006	1,950	- 8	- 3
Other S.C. States ...	1,309	1,249	1,316	1,210	- 8	- 8
SO. CENTRAL STATES	7,435	7,155	7,605	7,260	- 2	- 5
Colorado	677	712	757	710	+ 5	- 6
Other Mt. States	1,589	1,629	1,714	1,680	+ 6	- 2
MOUNTAIN STATES	2,266	2,341	2,471	2,390	+ 5	- 3
Washington	1,179	1,359	1,360	1,470	+ 25	+ 8
Oregon	630	660	630	645	+ 2	+ 2
California	5,198	5,569	6,336	5,650	+ 9	- 11
PACIFIC STATES	7,007	7,588	8,326	7,765	+ 11	- 7
UNITED STATES	72,403	73,967	78,713	73,585	+ 2	- 7

1/From enumerations.

Ice milk production in the United States during July at 19,205,000 gallons was 5 percent more than in July 1959 and 41 percent greater than the 1954-58 average for the month, according to the Crop Reporting Board. During the first 7 months of 1960, production was 6 percent more than the enumerated total for the same period in 1959 and 42 percent greater than the January-July 5-year average.

Compared with July 1959, production was sharply higher in the East North Central and South Atlantic while moderately higher in the West North Central. Decreases were recorded in the remainder of the country. From June to July, production increased 4 percent this year, 10 percent in 1959 and 11 percent between the 5-year averages for these months. Ice milk production increased seasonally from June in all regions of the country except the South Central where it remained about steady.

PRODUCTION OF ICE MILK, UNITED STATES, 1960

MONTH	1954-58	1958 1/	1959 1/	ESTIMATED	Change from:	
	Average 1/			1960 2/	1954-58 Av.	1959
	Thousand Gallons				Percent	
January	4,276	5,202	5,542	6,120	+ 43	+ 10
February	4,637	5,045	6,129	6,770	+ 46	+ 10
March	6,555	7,132	8,926	8,880	+ 35	- 1
April	8,481	10,017	11,196	11,930	+ 41	+ 7
May	10,739	12,813	14,192	14,815	+ 37	+ 4
June	12,283	13,987	16,634	18,420	+ 50	+ 11
July	13,590	15,751	18,371	19,205	+ 41	+ 5
SEVEN MONTH TOTAL	60,611	69,947	80,990	86,140	+ 42	+ 6

1/From enumerations. 2/Revised January - June.

SHERBET PRODUCTION

Sherbet production in the United States during July was estimated at 5,750,000 gallons. This was 4 percent less than in July of last year but 3 percent above the 1954-58 average for the month. The total for the first 7 months in 1960 of 25,740,000 gallons exceeded the total for the corresponding months in 1959 by 2 percent and the 5-year average production for these months by 11 percent.

Production increased 5 percent from June to July this year. This compares with an increase of 9 percent last year and a seasonal average gain of 11 percent between these months in the previous 5-year period. Output advanced in the North Atlantic Region, the East North Central and the Mountain. Production decreased in the West North Central Region and remained about steady in the remaining areas of the country.

PRODUCTION OF SHERBET, UNITED STATES, 1960

MONTH	1954-58				ESTIMATED	Change from:	
	Average 1/	1958 1/	1959 1/	1960 2/	1954-58 Av.	1959	
	Thousand Gallons				Percent		
January	1,510	1,706	1,696	1,840	+ 22	+ 8	
February	1,605	1,613	1,853	2,090	+ 30	+ 13	
March	2,310	2,217	2,621	2,690	+ 16	+ 3	
April	2,990	3,214	3,366	3,505	+ 17	+ 4	
May	4,055	4,208	4,371	4,375	+ 8	0	
June	5,022	4,831	5,460	5,490	+ 9	+ 1	
July	5,597	5,607	5,972	5,750	+ 3	- 4	
SEVEN MONTH TOTAL	23,089	23,396	25,339	25,740	+ 11	+ 2	

1/From enumerations. 2/Revised January - June.

Production of Mellorine and other frozen desserts made with fats and oils other than milkfat was estimated at 4,990,000 gallons during July, the Crop Reporting Board reports. This was 1 percent less than in July 1959 and 22 percent more than the 1954-58 average for the month. In the first 7 months of this year, output of 27,550,000 gallons was 7 percent larger than the enumerated total for the January-July period in 1959 and 33 percent above the 5-year average.

Compared with July a year ago, Mellorine production was up sharply in South Carolina, Arkansas, and Louisiana. Output was sharply lower in Illinois, Missouri and Oregon, while it was moderately less in Oklahoma. Unchanged production was shown in Texas. Moderate increases occurred in the remaining important Mellorine-producing states. Production declined 6 percent between June and July this year. This compares with an increase of 4 percent in 1959 and an average seasonal rise of 8 percent between the 5-year average for these months.

PRODUCTION OF "MELLORINE-TYPE" FROZEN DESSERTS, UNITED STATES 1960

MONTH	1954-58			ESTIMATED	CHANGE FROM:	
	Average 1/	1958 1/	1959 1/	1960 2/	1954-58 Av.	1959
		Thousand Gallons			Percent	
January	1,862	2,243	2,273	2,595	+ 39	+ 14
February	2,098	2,341	2,464	2,920	+ 39	+ 19
March	2,605	2,767	3,360	3,400	+ 31	+ 1
April	2,900	3,425	3,618	3,915	+ 35	+ 8
May	3,435	4,120	4,173	4,405	+ 28	+ 6
June	3,785	4,397	4,850	5,325	+ 41	+ 10
July	4,103	4,782	5,034	4,990	+ 22	- 1
SEVEN MONTH TOTAL	20,788	24,075	25,772	27,550	+ 33	+ 7

1/From enumerations. 2/Revised January - June.

WATER ICE PRODUCTION

United States production of water ices in July was placed at 5,345,000 gallons, 6 percent less than in July last year but 8 percent above the 1954-58 average. The January-July total this year of 22,785,000 gallons was 6 percent less than in the first 7 months of 1959 but was 16 percent more than the 1954-58 average for these months.

Water ice production this July was less than in July a year ago in all regions of the country except the North Atlantic, where it was slightly more. From June to July, production declined 8 percent, compared with the same percentage decline last year. Seasonal declines occurred in all regions except the West, where a small gain was shown, and the West North Central, where output held steady.

PRODUCTION OF WATER ICES, UNITED STATES 1960

MONTH	1954-58	1958 1/	1959 1/	ESTIMATED	CHANGE FROM:	
	Average 1/			1960 2/	1954-58 Av.	1959
	Thousand Gallons				Percent	
January	593	701	735	705	+ 19	- 4
February	737	783	923	945	+ 28	+ 2
March	1,663	1,603	1,992	1,830	+ 10	- 8
April	2,795	2,962	3,597	3,530	+ 26	- 2
May	4,010	4,186	5,169	4,605	+ 15	- 11
June	4,958	4,705	6,182	5,825	+ 17	- 6
July	4,967	4,926	5,702	5,345	+ 8	- 6
SEVEN MONTH TOTAL	19,723	19,866	24,300	22,785	+ 16	- 6

1/From enumerations. 2/Revised January - June.

REVISED ESTIMATES OF ICE CREAM PRODUCTION: JANUARY - JUNE 1960 1/ -- Cont.

STATE AND GEOGRAPHIC DIVISION	JANUARY 1960	FEBRUARY 1960	MARCH 1960
	<u>Thousand Gallons</u>		
Massachusetts	1,830	2,070	2,130
Connecticut	580	570	660
New York	4,330	4,610	5,920
New Jersey	1,220	1,340	1,400
Pennsylvania	4,350	5,120	5,680
Other N.A. States	610	690	790
NO. ATLANTIC STATES	12,920	14,400	16,580
Ohio	3,000	3,150	3,400
Indiana	1,740	1,750	1,840
Illinois	2,400	2,350	2,850
Michigan	2,350	2,210	2,450
Wisconsin	1,490	1,510	1,660
E. N. CENTRAL STATES	10,980	10,970	12,200
Minnesota	1,080	1,165	1,430
Iowa	820	850	970
Missouri	970	1,040	1,140
N. & S. Dakota	315	315	380
Nebraska	585	690	810
Kansas	380	420	450
W. N. CENTRAL STATES	4,150	4,480	5,180
District of Columbia	540	545	700
Maryland	875	980	1,020
Virginia	760	795	855
West Virginia	310	400	370
North Carolina	945	910	965
Georgia	520	565	620
Florida	1,415	1,490	1,670
Other S.A. States	415	440	495
SO. ATLANTIC STATES	5,780	6,125	6,695
Tennessee	960	1,000	1,190
Alabama	560	580	700
Louisiana	600	555	680
Oklahoma	375	425	440
Texas	1,260	1,220	1,450
Other S. C. States	660	700	755
SO. CENTRAL STATES	4,415	4,480	5,215
Colorado	495	540	620
Other Mt. States	935	1,060	1,310
MOUNTAIN STATES	1,430	1,600	1,930
Washington	825	925	1,120
Oregon	390	400	440
California	3,340	3,915	4,680
PACIFIC STATES	4,555	5,240	6,240
UNITED STATES	44,230	47,295	54,040

1/ See footnote on bottom of page 6.

REVISED ESTIMATES OF ICE CREAM PRODUCTION: JANUARY - JUNE 1960 1/

STATE AND GEOGRAPHIC DIVISION	APRIL 1960	MAY 1960	JUNE 1960
	<u>Thousand Gallons</u>		
Massachusetts	2,210	2,750	3,060
Connecticut	650	870	1,060
New York	6,200	6,980	8,750
New Jersey	1,600	1,900	2,160
Pennsylvania	5,750	6,530	7,050
Other N. A. States	830	1,055	1,205
NO. ATLANTIC STATES	17,240	20,085	23,285
Ohio	3,600	3,900	4,450
Indiana	2,200	2,450	3,200
Illinois	3,100	3,280	3,850
Michigan	2,740	3,150	3,800
Wisconsin	1,690	1,860	2,410
E. N. CENTRAL STATES	13,330	14,640	17,710
Minnesota	1,365	1,525	1,895
Iowa	970	1,085	1,290
Missouri	1,360	1,455	1,530
N. & S. Dakota	380	445	505
Nebraska	845	925	950
Kansas	545	555	620
W. N. CENTRAL STATES	5,465	5,990	6,790
District of Columbia	810	660	690
Maryland	1,170	1,200	1,365
Virginia	995	1,035	1,210
West Virginia	500	470	650
North Carolina	1,305	1,400	1,530
Georgia	730	870	1,000
Florida	1,675	1,795	1,920
Other S. A. States	605	650	685
SO. ATLANTIC STATES	7,790	8,080	9,050
Tennessee	1,350	1,450	1,610
Alabama	840	870	1,060
Louisiana	680	840	950
Oklahoma	550	520	665
Texas	1,640	1,700	2,100
Other S.C. States	885	1,105	1,205
SO. CENTRAL STATES	5,945	6,485	7,590
Colorado	595	670	820
Other Mt. States	1,320	1,360	1,625
MOUNTAIN STATES	1,915	2,030	2,445
Washington	970	1,075	1,350
Oregon	475	480	640
California	4,640	4,710	5,725
PACIFIC STATES	6,085	6,265	7,715
UNITED STATES	57,770	63,575	74,585

1/These 1960 state revisions were made as a result of shifting the base from the 1959 estimates to the 1959 enumerated data.